PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

To: J. J. Morgan

Date: June 5, 1980

From: J. N. Zoler

Subject: Merit Ultra Lights Pack Test

Attached are the results of a Merit Ultra Lights Pack Test where the same pack design was utilized but one pack had Blue colors and the other had Yellow.

In summary, the Merit Ultra Lights Blue pack outperformed the Yellow pack on all measures:

- Merit non-menthol smokers preferred Blue two to one, and smokers of other non-menthol low tar brands preferred Blue about three to one.
- Blue did a better job in communicating that "Merit Ultra Lights" was very low in tar and mild in taste.
- There was virtually no association of the Blue pack with menthol.
- The Blue pack evoked slightly higher levels of positive smoker interest for Merit Ultra Lights than the Yellow.

Significantly, regardless of pack color, the Merit Ultra Lights concept was positively received by both Merit and other low tar non-menthol smokers.

J.N.Z.

/ng
Attachment

cc: R. A. Fitzmaurice

2045789568

Source: https://www.industrydocuments.ucsf.edu/docs/xkpj0004